



The Boston Store

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ANNIVERSARY SALE

Commencing Today and Continuing Until Saturday Night
A Four-Day Carnival of Value Giving

To properly note the Third Anniversary of the Opening of our Enlarged Store we are going to share with you the benefits attending upon the sale of numerous lots of splendid merchandise which we have purchased particularly for this occasion.

Three years ago we threw open to the public our enlarged store, following the disastrous fire which destroyed the Shannbn Building. We will not easily forget the loyalty displayed by you people of Norwich and vicinity during that period directly following the fire, when, crippled by the disaster, and struggling in cramped space and under adverse conditions, we strove to reorganize our business upon a broader and a bigger basis.

Wednesday, September 21st, 1910, we threw open for the first time the doors of our new store, giving to Norwich a mercantile organization, metropolitan in character and the peer of any in Eastern Connecticut.

Justifying our confidence in Norwich and its possibilities we have progressed rapidly and steadily having been favored by your hearty support. We are building upon the foundation of

INTEGRITY QUALITY FAIR DEALING GOOD MERCHANDISE GOOD PRICES YOUR GOOD WILL

Anniversary Sale of Domestic

Housekeeping Necessities at Special Prices

Bleached Sheets, 72 by 90, value 80c— Sale Price . . . 69c	36-inch Bleached Cotton, value 9c— Sale Price . . . 7½c
Pillow Cases, embroidered with initial, 45 by 36, value \$1.25— Sale Price . . . 98c	Cotton Blankets, gray or tan— Sale Price . . . \$1.39
Satin Quilt, full size, with hemmed finish value \$2.50— Sale Price . . . \$1.98	Cotton Blankets, gray, white or tan— Sale Price . . . \$1.90

LINEN DEPARTMENT

10c HUCK TOWELS—Sale Price 8c	15c HUCK TOWELS—Sale Price 12½c
25c HUCK TOWELS—Sale Price 19c	

TURKISH TOWELS

Value 15c—Sale Price 15c	Value 25c—Sale Price 19c
Value 35c—Sale Price 29c	Value 50c—Sale Price 45c
75c TABLE DAMASK, half bleached—Sale Price 59c	\$1.00 TABLE DAMASK, full bleached—Sale Price 79c

CRASH

Value 6c—Sale Price 4c	Value 8c—Sale Price 6c
Value 10c—Sale Price 8½c	

MEN'S FURNISHINGS DEPARTMENT

MERINO UNDERWEAR—A good, medium weight underwear in either gray mixture or white. Specially adapted for Fall wear. Regular price 50c—SALE PRICE 39c

WASH GOODS DEPARTMENT

17c Galatea Cloth—During this sale we will sell our entire line of Galatea, in all the new Fall designs, 27 inches wide—SALE PRICE 12½c

RIBBON DEPARTMENT

Anniversary Sale of Ribbons

A fortunate purchase enables us to sell during this sale two choice lots of Ribbon at these exceptionally low prices—
No. 1—A fine assortment of check, stripe and Dresden designs of Fine Taffeta Ribbon. Not a yard of these Ribbons should retail for less than 25c or 29c a yard—SALE PRICE 17c
No. 2—Here's a rare chance—Dresdens, Brocades, Stripes, Checks and Plain Taffeta Ribbons which were intended for sale at 39c and 49c a yard—SALE PRICE 25c

Anniversary Sale of Muslin Underwear

We have purchased for this sale the entire sample line of the foremost manufacturer of fine lingerie in this country. This is strictly a sample line, that is, here is only one garment of a kind. We are going to sell this lot of dainty undergarments at exactly
HALF PRICE

Some Additional Anniversary Values

25 Cents Corset Covers, in assorted patterns, French style.	25 Cents Combination Corset Cover and Skirt, also cover and drawer combinations, all lace trimmed.
25 Cents Night Robes, in low neck and short sleeve designs.	25 Cents Muslin Drawers of exceptional quality, tucked and trimmed with embroidery.

ANNIVERSARY VALUES IN THE READY-TO-WEAR SECTION

SPECIAL LOT OF FINE HOUSE DRESSES FOR 89c

These actually have style and are worth at the very least \$1.25, made of percale, gingham or chambray, in a variety of different models they are most attractive and a wonderful value—
Sale Price 89c

ANNIVERSARY SILK PETTICOAT, \$1.98

We have just received, especially for this sale, some handsome Silk Petticoats in the desirable Fall shades. Some are made with deep plaited flounce and some are in the latest slit model—
Sale Price \$1.98

THE ANNIVERSARY WAIST, \$1.98

A big purchase from the leading manufacturer of Fine Waists enables us to give you this astounding bargain. These Waists of Voile, Crepe and Batiste are the daintiest garments which have come into our store in a long time. You must see them to appreciate. There isn't a Waist in the lot which we couldn't easily sell for \$3.00—
Sale Price \$1.98

RUG AND DRAPERY DEPARTMENT

SEAMLESS TAPESTRY BRUSSELS RUGS in carpet size, that is 9 by 12 feet. These are fine solid Rugs of good coloring in both Oriental and floral designs. These Rugs we have always sold for \$14.50—
SALE PRICE \$9.95

OUR ANNIVERSARY OFFERING IN GLOVES

A FINE TWO-CLASP KID GLOVE—White or Tan—All Sizes
SPECIAL 65c
CHAMOISETTE GLOVES with pique seam—look like real chamois—wash better—SALE PRICE 69c
OTHER SPLENDID CHAMOISETTE VALUES—19c and 42c

NOTIONS, LEATHER GOODS, BELTS, ETC.

SATIN GIRDLES AND SASHES—THE VERY LATEST—An entirely new stock of five and six-inch Girdles and Sashes in all the fashionable shades. Regular \$1.00 quality—SALE PRICE 69c
IMPORTED COMBINATION VANITY AND COIN PURSES, 2½ by 3½ inches in size with ten-inch chain. Either silver or gold finish. Usually sold for \$1.50—SALE PRICE 98c
WAX BEADS OF FASHIONABLE LENGTH—ten-inch strings with gold snap. There are three sizes of Beads in cream or white shades. Regular price 98c—SALE PRICE 49c
TWO LOTS OF PARISIAN IVORY HAND MIRRORS
WHITE MIRRORS WITH BEVELED FRENCH PLATE—A five-inch Round Mirror with straight handle, the regular \$1.00 quality—
SALE PRICE 69c
Four different styles in Smaller Mirrors, each one of which is worth 50c—SALE PRICE 29c
NOVELTY HAIR PIN AND HOLDER COMBINATION—Wire Hair Pins in a white celluloid basket which is fashioned to use as a pin tray, value 25c—SALE PRICE 12½c
WHITE PEARL BUTTONS for waists and dresses. One dozen on card, value 10c—SALE PRICE 6c

SILK DEPARTMENT

35-INCH MESSALINE—an All Silk Messaline, soft and lustrous in appearance and of very good quality. The colors are yellow, Copenhagen, navy and black—SALE PRICE 79c

DRESS GOODS DEPARTMENT

50-INCH SERGE of splendid quality—it's all wool—and in a good suiting weight. We have it in brown, Copenhagen, medium and dark navy, wine and black—SALE PRICE 69c

Anniversary Corset Sale Special

\$1.00 TO \$2.00 CORSETS FOR 79c

While they last we will sell this special lot of Fine Corsets which are worth from \$1.00 to \$2.00 for 79c. All sizes from 18 to 26 are here but as the quantity is limited we urge an early choice—79c

Anniversary Sale of New

Outing Hats, \$1.98

VELVET VELOUR FELT

We have just received for this sale a lot of clever little hats of velour, velvet and felt, in six of the newest shapes, and have them in both black and colors. The new sailor shapes and the clever little Rembrandt "tams" are among the most popular of these new fall hats. They are worth at least \$2.98.
FOR THIS SALE ONLY \$1.98

HOSIERY AND UNDERWEAR DEPARTMENT

A Quartette of Hosiery Bargains for Women

PURE SILK HOSE in a wide range of colors and various desirable weights. There are also some Black Hose in the lot. There isn't a single pair in the lot which is not worth from \$1.50 to \$2.00. If you want to match your dress or sash examine this lot of "Anniversary" Hose—SALE PRICE 89c
SEAMLESS SILK HOSE FOR 39c A PAIR—All regular 50c Hose with lisle top and double hem. Look at the color assortment. Black, white, tan, taupe, emerald, purple and navy—SALE PRICE 39c
LISLE AND SILK LISLE HOSE in a variety of weights. We have them in black, white and tan shades. Splendid Full-fashioned Hose—irregulars of the 39c and 50c qualities—SALE PRICE 25c
SEAMLESS SILK LISLE HOSE FOR 19c—Black, Tan and White Hose made with reinforced heel, toe, sole and garter top. A regular 25c value—SALE PRICE 19c
WOMEN'S BLEACHED VESTS AND PANTS, "Harvard" Brand Underwear in a fine medium weight, one-and-one rib, sizes 5 and 6, either high or low neck vests and ankle length pants—SALE PRICE 42c

ANNIVERSARY SALE OF ART LINENS

BEAUTIFUL BATTENBERG DOYLIES, SQUARES AND CENTER-PIECES which we are going to sell at prices which are way below the usual.
12-INCH BATTENBERG DOYLIES for 10c
BATTENBERG SQUARES, 30-inch for 55c
30-INCH SQUARES with embroidered center and edged with pretty Torchon lace for 79c

ANNIVERSARY SALE OF FLOUNCINGS

SHEER, Dainty FLOUNCINGS, embroidered with the prettiest designs imaginable, for lingerie dresses and dancing frocks for young women they are just the thing. They should sell for 98c a yard—
SALE PRICE 39c

ANNIVERSARY VALUES FROM THE BASEMENT

GRANITE WARE TEA AND COFFEE POTS—They hold three pints and as the name suggests will wear like granite—SALE PRICE 15c
WELCOME SOAP—SALE PRICE 7 BARS FOR 25c

Anniversary Sale of Women's Neckwear

Here's a special lot of Fine Neckwear—stylish—well assorted—of good quality. The actual values run from 25c to 98c but we are going to sell them at these two prices—

12½c 25c

12½c This lot includes Colored Silk Bows, Irish Lace Bows and Persian or Solid Color Dutch Collar and Chemisette Sets. These are all actually worth 25c and 50c.

25c This second lot includes some exceedingly dainty Neckwear of late design, an extremely attractive appearance—Jabots, Embroidered Dutch Collars, Low and High Neck Chemisettes, Etc. The values in this lot run from 50c to 98c.

The Reid Hughes Co

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